

Clarity before action

Top 3 Problems

What's actually broken?

How You Help Them

What gets better for them?

Who Has This Problem

Who specifically are you helping?

Test what might work

Existing Alternatives

What are they doing today?

Simple Version

What's the simplest way to test this?

How You Reach Them

Where do you find them?

Reality check

Costs to Run This

What does it take to operate?

How You Make Money

How do you get paid?

Your Edge

Why you? Why now? What's your advantage?